

Photo: Piet Niemann



Kellogg's Bremen

Bremen, Germany

A landmark for the 'Überseestadt' urban development project in Bremen was created from an abandoned industrial ruin. The 40-metre-high old Kellogg's silos are now a hotel: 14 floors for guests instead of storage for up to 5,000 tonnes of grain. Window openings were milled into the 16 cm thick concrete rings. The funnel-shaped outlets of the silos have been preserved in the hotel lobby and integrated into the design. The 117 hotel rooms are semicircular or circular in shape, corresponding to the formwork. In the annex next door, where vitamins used to be stored, there are now offices, conference rooms and an event area on the top floor.

The energy concept combines electricity and heat and is designed for the entire neighbourhood. River heat exchangers, heat pumps, the use of solar and wind energy – the full arsenal of sustainable energy supply is being utilised here. At the same time, the focus is also on minimising consumption. The hotel rooms do not have refrigerators or televisions. A heating panel warms or cools the room.

Light-reducing lighting, unsealing and waste concepts are further important aspects of the sustainable design of the entire neighbourhood, which were considered from the outset. The gradual implementation of the concept over a period of 10 years enables organic development and thus the desired openness, multifunctional use and networking of the neighbourhood sections with each other

Companies involved

Architecture

- Delugan Meissl Associated Architects

Client

- Überseeinsel GmbH/Das Silo in Bremen GmbH/
BMB Reislager GmbH

Facts

Hotel and office building

- Completed 2024
- Area: 9,142.52 m²

Characteristics hotel

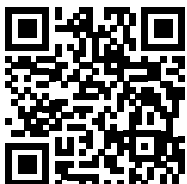
- CO₂ emissions: 10.99 kg/m²a
- Primary energy requirement: 40.5 kWh/m²a

Energy and environmental aspects

- River heat exchanger including large heat pumps and storage solutions such as ice storage
- Extensive use of solar and wind energy
- Unsealing, light-reducing lighting and waste concepts
- Preservation of existing buildings
- Multifunctional uses and networking with the neighbourhood
- Ventilation of hotel rooms: façade ventilators with heat recovery
- Ventilation of offices: central ventilation with heat recovery

Awards

- Deutscher Städtebaupreis – Special Prize 2025:
Renovation culture in the circular city



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